

**National Infant Immunization Week
Sample Media Advisory**

MEDIA ADVISORY

For More Information:
(Media Contact)
(Telephone Number and Email)

(Headline)

WHAT: (name of event) kicks off (city, county, state) celebration of National Infant Immunization Week (NIIW). (Description of the event). In the first 24 months of life children need more than 80 percent of their vaccinations to protect them from diseases, disabilities, and death. Each year new and improved vaccines and ways to combine them are developed. These innovations will improve safety and efficacy of vaccines.

Established in 1994, NIIW is a national effort to educate parents, caregivers, providers, and communities on the importance of timely infant immunization. Over 500 communities are expected to participate in this year's observance scheduled for April 13-19.

WHO: (key presenters, sponsors, and spokespersons and their affiliation)

WHERE: (location, and address)

WHEN: (date and time)

WHY: Over 900,000 children in the United States are not adequately immunized and each day 11,000 children are born in the US and they are in need of protection from eleven vaccine preventable diseases before the age of two. Immunizations are safe and protect our children, families, and community making them one of our most cost-effective public health strategies.

PHOTO/VIDEO

OPPORTUNITY: If you would like to photograph children being vaccinated, the (name of clinic) at (address) will welcome news photographers and videographers from (time) on (date of event).